



**UNIVERSITA' DEGLI STUDI DI MILANO**  
**PROGRAMME DESCRIPTION - ACADEMIC YEAR 2023/24**  
**MASTER DEGREE**  
**Public and Corporate Communication (Classe LM-59)**  
**enrolled from 2022/23 academic year**

### HEADING

<b>Degree classification - Denomination and code:</b>	LM-59 Advertising and business communication
<b>Degree title:</b>	Dottore Magistrale
<b>Curricula currently available:</b>	
<b>Length of course:</b>	2 years
<b>Credits required for admission:</b>	180
<b>Total number of credits required to complete programme:</b>	120
<b>Years of course currently available:</b>	2nd
<b>Access procedures:</b>	Cap on student, student selection based on entrance test
<b>Course code:</b>	B62

### PERSONS/ROLES

#### Head of Study Programme

Prof. Alessandro Gandini

#### Tutors - Faculty

Tutor per l'orientamento: Alessandra Giulietti  
Tutor per gli studenti stranieri: Emanuela Naclerio  
Tutor per la mobilità internazionale e l'Erasmus: Diego Ceccobelli  
Tutor per i piani di studio: Luisa Leonini  
Tutor per stage e tirocini: Luisa Leonini  
Tutor per laboratori e altre attività: Alessia Corti  
Tutor per riconoscimento crediti: Alessia Corti

#### Degree Course website

<https://com.cdl.unimi.it>

Email: [bienniocom@unimi.it](mailto:bienniocom@unimi.it)

### CHARACTERISTICS OF DEGREE PROGRAMME

#### General and specific learning objectives

This degree programme aims to provide graduates with a range of specialisations in the fields of public communication, corporate communication, marketing, advertising and market and opinion research. The educational and cultural project of the course intends to offer an advanced and interdisciplinary education and training with a strong opening to the world of enterprise in the domestic and international contexts and to communication activities within public and political organisations.

#### Expected learning outcomes

The expected learning outcomes for graduates of this course will be:

- An in-depth knowledge of communicative and informational dynamics between communication systems, digital media and economic, social and political subjects, with particular regard to business-consumer and institution-citizen relations;
- An application capacity in terms of the acquisition of multi-disciplinary application competences of a methodological, technological and instrumental type for the analysis of communication and information systems;
- A competence in terms of managerial responsibility of internal and external communication processes to companies and public and social institutions, as well as public policy analysis and evaluation of their impact.

#### Professional profile and employment opportunities

Among the foreseeable professional outlets for graduates of the master's degree in public and business communication are:

- Positions of high responsibility in the organization and management of press offices, external relations and Public relations Offices (URP);
- Planners and managers of institutional and enterprise communication plans;
- Experts in e-government in public administrations at local, provincial, regional and national level;
- Researchers and analysts in demoscopic institutes, market research, political analysis and public policy;

- Experts in the representation of interests at profit and non-profit enterprises, associations, public and private government agencies at sub-national, national, and international level;
- Political marketing consultants for parties and candidates

### **Initial knowledge required**

To be admitted to the course students must sit an examination to check their linguistic-communication capabilities.

Admission to the degree programme requires applicants to have a degree in the following classes:

L-20 Scienze della comunicazione, L-36 Scienze politiche e delle relazioni internazionali, L-18 Scienze dell'economia e della gestione aziendale, L-1 - Classe delle lauree in beni culturali, L-3 - Classe delle lauree in discipline delle arti figurative, della musica, dello spettacolo e della moda, L-5 - Classe delle lauree in filosofia, L-6 - Classe delle lauree in geografia, L-10 - Classe delle lauree in lettere, L-11 - Classe delle lauree in lingue e culture moderne, L-12 - Classe delle lauree in mediazione linguistica, L-14 - Classe delle lauree in scienze dei servizi giuridici, L-15 - Classe delle lauree in scienze del turismo, L-16 - Classe delle lauree in scienze dell'amministrazione e dell'organizzazione, L-19 - Classe delle lauree in scienze dell'educazione e della formazione, L-42 - Classe delle lauree in storia, L-31 Scienze e tecnologie informatiche, L-24 - Classe delle lauree in scienze e tecniche psicologiche, L-33 - Classe delle lauree in scienze economiche, L-36 - Classe delle lauree in scienze politiche e delle relazioni internazionali, L-37 - Classe delle lauree in scienze sociali per la cooperazione, lo sviluppo e la pace, L-39 - Classe delle lauree in servizio sociale, L-40 - Classe delle lauree in sociologia; nonché la laurea conseguita in classi diverse dalle precedenti a condizione che i laureati abbiano acquisito almeno 50 crediti nei settori scientifico-disciplinari:

- M-FIL/05 Filosofia e teoria dei linguaggi
- L-LIN/01 Glottologia e linguistica generale
- L-FIL-LET/12 Linguistica italiana
- M-STO/04 Storia contemporanea
- M-STO/05 Storia moderna
- INF/01 Informatica o ING-INF/05 Sistemi di elaborazione delle informazioni
- SPS/08 Sociologia dei processi culturali e comunicativi
- SPS/07 Sociologia generale
- SPS/04 Scienza politica
- SPS/11 - Sociologia dei fenomeni politici
- SPS/09 - Sociologia dei processi economici e del lavoro
- SPS/10 - Sociologia dell'ambiente e del Territorio
- L-LIN/12 Lingua e traduzione-Lingua inglese
- L-ART/03 Storia dell'arte contemporanea
- L-ART/05 Storia del teatro e dello spettacolo
- L-ART/06 Cinema, fotografia e televisione
- L-FIL-LET/10 Letteratura italiana
- L-FIL-LET/11 Letteratura italiana contemporanea
- SECS-P/01 - Economia politica
- SECS-P/02 - Politica economica
- SECS-P/06 Economia applicata
- SECS-P/07 Economia aziendale
- SECS-P/08 Economia e gestione delle imprese
- SECS-P/10 Organizzazione aziendale
- SECS-S /01 Statistica
- SECS-S /05 Statistica sociale
- IUS/01 Diritto privato
- IUS/04 Diritto Commerciale
- IUS/10 Diritto amministrativo
- IUS/08 Diritto costituzionale
- IUS/09 Istituzioni di diritto pubblico
- IUS/13 Diritto internazionale
- IUS/14 Diritto dell'unione europea
- M-PSI/01 Psicologia generale
- M-PSI/05 Psicologia sociale
- M-PSI/06 -Psicologia del lavoro e delle organizzazioni.

### **Compulsory attendance**

Course attendance is highly recommended.

### **Notes**

The choice of alternative courses will be limited to those actually taught.

## **EXPERIENCE OF STUDY ABROAD AS PART OF THE TRAINING PROGRAM**

The University of Milan supports international mobility by providing its students with the opportunity to spend study and internship periods abroad. It is a unique chance to enrich your educational path in a new exciting environment.

The agreements entered into by the University with over 300 universities from the 27 EU member countries under the European Erasmus+ programme allow regularly enrolled students to carry out part of their studies at one of the partner universities or to undertake internships at companies, training and research centres and other organizations.

Similar international mobility opportunities are provided outside Europe, through agreements with a number of prestigious institutions.

### Study and internships abroad

The MA in Public and Corporate Communication, through the Department of Social and Political Sciences, has signed exchange agreements with the Australian university “University of South Australia” (Adelaide).

Students can attend a semester in the faculties and graduate courses specified in the agreements, and have their exams recognized, as in the Erasmus program. An excellent knowledge of the English language, properly certified, is required to participate. Special calls establish other conditions to enter the selection. These exchanges do not enjoy any financial support from the University of Milano.

### How to participate in Erasmus mobility programs

The students of the University of Milan can participate in mobility programmes, through a public selection procedure.

Ad hoc commissions will evaluate:

- Academic career
- the candidate's proposed study programme abroad
- is/her foreign language proficiency
- the reasons behind his/her application

Call for applications and informative meetings

The public selection for Erasmus+ mobility for study generally begins around February each year with the publication of a call for applications specifying destinations and requirements. Regarding the Erasmus+ Mobility for Traineeship, the University of Milan usually publishes two calls a year enabling students to choose a destination defined by an inter-institutional agreement or to find a traineeship position on their own.

The University organizes informative meetings to illustrate mobility opportunities and rules for participation.

Erasmus+ scholarship

The European Union grants the winners of the Erasmus+ programme selection a scholarship to contribute to their mobility costs, which may be supplemented by the University funding for disadvantaged students.

Language courses

Students who pass the selections for mobility programmes can benefit from intensive foreign language courses offered each year by SLAM - University of Milan Language Centre.

Learn more at <https://www.unimi.it/en/node/8/>

For assistance, please contact:

International Mobility Office

Via Santa Sofia 9 (second floor)

Tel. 02 503 13501-12589-13495-13502

Contacts: InformaStudenti; [mobility.out@unimi.it](mailto:mobility.out@unimi.it)

Student Desk booking through InformaStudenti <https://www.unimi.it/en/study/student-services/welcome-desk-informastudenti>

### ***Further elective courses common to all curricula***

**The student must obtain 9 CFU from one or more optional activities**

### **ACTIVE CURRICULA LIST**

Communication and marketing Course years currently available: 2nd

Corporate Communication Course years currently available: 2nd

DATA ANALYTICS FOR POLITICS, SOCIETY AND COMPLEX ORGANIZATIONS Course years currently available: 2nd

DIGITAL COMMUNICATION AND PUBLIC OPINION Course years currently available: 2nd

**CURRICULUM: [B62-C] Communication and marketing**

**1st COURSE YEAR (disactivated from academic year 2023/24) Core/compulsory courses/activities**

<b>Curriculum-specific features Communication and marketing</b>			
<b>Learning activity</b>		<b>Ects</b>	<b>Sector</b>
Advertising and Integrated Communication		9	SPS/08
Information, Rights and Digital Markets		9	(6) IUS/10, (3) IUS/05
Marketing (advanced)		9	SECS-P/08
Social and Institutional Communication		9	SPS/08
		Total compulsory credits	36
<b>Elective courses Curriculum-specific elective courses for Communication and marketing</b>			
<b>The student must obtain 9 CFU in one of the following modules.</b> <b>It is mandatory to attend the module 'Data Analysis' for students who did not attend a statistics exam of at least 6 CFU in their Bachelor studies:</b>			
Data Analysis		9	(6) SECS-S/01, (3) SPS/07
Datafied Society		9	SPS/08
Web communication		9	INF/01
<b>The student must obtain 9 CFU in one of the following modules:</b>			
Communication Methods and Techniques		9	SPS/08
Cross-media Communication		9	SPS/08
<b>The student must obtain 9 CFU in one of the following modules:</b>			
Behavioural Sociology		9	SPS/07
Sociology of Consumption		9	SPS/08
<b>2nd COURSE YEAR Core/compulsory courses/activities Curriculum-specific features Communication and marketing</b>			
<b>Learning activity</b>		<b>Ects</b>	<b>Sector</b>
Consumer and shopping behaviour		9	SECS-P/08
		Total compulsory credits	9
<b>Elective courses Curriculum-specific elective courses for Communication and marketing</b>			
<b>The student must obtain 9 CFU from one or more optional activities:</b>			
Corporate Communication and Public Relations		9	SPS/08
Neuro marketing research		9	SECS-P/08
<b>Further elective courses Curriculum-specific features Communication and marketing</b>			
<b>The student must obtain 9 CFU from one or more optional activities.</b> <b>Among optional activities, students can choose also the 'Survey Methods and Techniques' Lab and 'Methods and tools for analysing and presenting open data' Lab, 'Introduction to R' Lab</b> <b>Students who do not have an Italian qualification can choose to obtain 3 CFU in Additional language skills: Italian (for more details see the section Language test / computer literacy test)</b>			
Additional Language Skills: Italian (3 ECTS)		3	ND
Lab: Introduction to R		3	SPS/07
Lab: Survey Methods and Techniques		3	SPS/07
<b>End of course requirements Curriculum-specific features Communication and marketing</b>			
Final Exam		21	NA
		Total compulsory credits	21

**CURRICULUM: [B62-D] Corporate Communication**

<b>1st COURSE YEAR (disactivated from academic year 2023/24) Core/compulsory courses/activities Curriculum-specific features Corporate Communication</b>			
<b>Learning activity</b>		<b>Ects</b>	<b>Sector</b>
Digital Cultures and Communication research		9	SPS/08
Marketing (advanced)		9	SECS-P/08
		Total compulsory credits	18
<b>Elective courses Curriculum-specific elective courses for Corporate Communication</b>			
<b>The student must obtain 9 CFU in one of the following modules.</b> <b>It is mandatory to attend the module 'Data Analysis' for students who did not attend a statistics exam of at least 6 CFU in their Bachelor studies:</b>			
Data Analysis		9	SPS/07
Digital Society		9	SPS/07
Web communication		9	INF/01
<b>The student must obtain 9 CFU in one of the following modules:</b>			
Consumer culture		9	SPS/08
Public Opinion Research		9	SPS/11
<b>The student must obtain 9 CFU in one of the following modules:</b>			
Datafied Society		9	SPS/08
Human Resources Management		9	SECS-P/10
<b>The student must obtain 9 CFU in one of the following modules:</b>			

Economics of communication	9	SECS-P/06
Research Design	9	SPS/07
<b>The student must obtain 9 CFU in one of the following modules:</b>		
Behavioural Sociology	9	SPS/07
Market regulation and Business practices	9	IUS/05
<b>2nd COURSE YEAR Core/compulsory courses/activities Curriculum-specific features Corporate Communication</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Advertising Communication	9	SPS/08
Corporate communication	9	SPS/08
Total compulsory credits	18	
<b>Further elective courses Curriculum-specific features Corporate Communication</b>		
<b>The student must obtain 9 CFU chosen among formative activities (stage, internships or labs). Students who do not have an Italian qualification can choose to obtain 3 CFU in Additional language skills: Italian (for more details see the section Language test / computer literacy test)</b>		
Additional Language Skills: Italian (3 ECTS)	3	ND
Lab: Introduction to R	3	SPS/07
<b>End of course requirements Curriculum-specific features Corporate Communication</b>		
Final Exam	21	NA
Total compulsory credits	21	

**CURRICULUM: [B62-G] DATA ANALYTICS FOR POLITICS,SOCIETY AND COMPLEX ORGANIZATIONS**

<b>1st COURSE YEAR (disactivated from academic year 2023/24) Core/compulsory courses/activities Curriculum-specific features DATA ANALYTICS FOR POLITICS,SOCIETY AND COMPLEX ORGANIZATIONS</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Analytics for Complex Organizations	6	SECS-P/10
Behavioural Sociology	9	SPS/07
Data access and regulation	12	(6) IUS/09, (6) INF/01
Data Analysis	12	SPS/07
Digital Cultures and Communication research	6	SPS/08
Multivariate analysis for social scientists	6	SPS/04
Social and political attitudes	6	SPS/11
Total compulsory credits	57	
<b>2nd COURSE YEAR Core/compulsory courses/activities Curriculum-specific features DATA ANALYTICS FOR POLITICS,SOCIETY AND COMPLEX ORGANIZATIONS</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Big data analytics	6	SPS/04
Network analysis	6	SPS/07
Policy design analysis and evaluation	12	(6) SPS/04, (6) INF/01
Total compulsory credits	24	
<b>Further elective courses Curriculum-specific features DATA ANALYTICS FOR POLITICS,SOCIETY AND COMPLEX ORGANIZATIONS</b>		
<b>The student must obtain 9 CFU chosen among formative activities (stage, internships or labs). Students who do not have an Italian qualification can choose to obtain 3 CFU in Additional language skills: Italian (for more details see the section Language test / computer literacy test)</b>		
Additional Language Skills: Italian (3 ECTS)	3	ND
<b>End of course requirements Curriculum-specific features DATA ANALYTICS FOR POLITICS,SOCIETY AND COMPLEX ORGANIZATIONS</b>		
Final Exam	21	NA
Total compulsory credits	21	

**CURRICULUM: [B62-H] DIGITAL COMMUNICATION AND PUBLIC OPINION**

<b>1st COURSE YEAR (disactivated from academic year 2023/24) Core/compulsory courses/activities Curriculum-specific features DIGITAL COMMUNICATION AND PUBLIC OPINION</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Datafied Society	9	SPS/08
Digital Cultures and Communication research	9	SPS/08

Digital Society	9	SPS/07
Public Opinion Research	9	SPS/11
Research Design	9	SPS/07
Survey methods	6	SPS/07
Total compulsory credits	51	
<b>Elective courses Curriculum-specific elective courses for DIGITAL COMMUNICATION AND PUBLIC OPINION</b>		
<p>The student must obtain 9 CFU from one or more optional activities.</p> <p>It is mandatory to attend the module 'Data Analysis' for students who did not attend a statistics exam of at least 6 CFU in their Bachelor studies.</p>		
Behavioural Sociology	9	SPS/07
Data Analysis	9	SPS/07
Web communication	9	INF/01
<b>2nd COURSE YEAR Core/compulsory courses/activities Curriculum-specific features DIGITAL COMMUNICATION AND PUBLIC OPINION</b>		
<b>Learning activity</b>	<b>Ects</b>	<b>Sector</b>
Big data and digital methods	12	(6) INF/01, (6) SPS/08
Journalism, Media and Politics	9	SPS/08
Total compulsory credits	21	
<b>Further elective courses Curriculum-specific features DIGITAL COMMUNICATION AND PUBLIC OPINION</b>		
<p>The student must obtain 9 CFU chosen among formative activities (stage, internships or labs).</p> <p>Students who do not have an Italian qualification can choose to obtain 3 CFU in Additional language skills: Italian (for more details see the section Language test / computer literacy test)</p>		
Additional Language Skills: Italian (3 ECTS)	3	ND
Lab: Introduction to R	3	SPS/07
<b>End of course requirements Curriculum-specific features DIGITAL COMMUNICATION AND PUBLIC OPINION</b>		
Final Exam	21	NA
Total compulsory credits	21	